

## Message Text

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ACTION EA-12

INFO OCT-01 AF-10 ARA-14 EUR-12 ISO-00 /049 W  
-----028174 170818Z /14

R 170630Z JAN 78  
FM AMEMBASSY TAIPEI  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 6128  
AMEMBASSY LONDON  
AMEMBASSY PARIS  
AMEMBASSY NAIROBI  
AMEMBASSY SAO PAULO  
AMEMBASSY TOKYO  
AMEMBASSY CARACAS  
AMCONSUL JOHANNESBURG

UNCLAS TAIPEI 0331

FOR BIC/OED/EID-WMDONAHOE ALSO PASS BIC/OIM/EA-RKELLY

EO. 11652: N/A  
TAGS: BEXP, TW  
SUBJECT: COMMERCIAL PROGRAM: VSMF QUARTERLY REPORT FOR  
1ST QUARTER FY'78

REF : STATE A-4496, NOV. 7, 1977

THE FOLLOWING IS POST'S QUARTERLY REPORT ON THE USE OF VSMF  
IN TAIPEI; FOR THE PERIOD ENDED DECEMBER 1977 (58 WORKDAYS):

1. STATISTICAL:

A. NUMBER OF USERS AND PRINTS MADE: 59 USERS AND 40 PRINTS  
(DECLINE IN PRINTS MADE WAS DUE TO DEFECTIVE 3M 500 R/P HEATER,  
WHILE PHOTOCOPY CAPABILITY RESTORED WITH INSTALLATION DEC.  
15 OF NEW 3M 400 R/P.)

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B. TYPES OF USERS:  
FOREIGN BUSINESS BUYERS: 60 PERCENT  
HOST GOVERNMENT AGENCY PERSONNEL: 5 PERCENT  
FOREIGN SERVICE PERSONNEL: 10 PERCENT  
U.S. BUSINESS USERS: 20 PERCENT  
OTHER MISC. USERS: 5 PERCENT

C. PRODUCT CATEGORIES SEARCHED WITH SIC NUMBERS:

CONTROL VALVES 3494, TURBINE ENGINE 3511, HYDRAULIC  
PUMPS 3561, GEARS 3566, FURNACE 3567, POWER GENERATOR 3621,  
COMMUNICATION EQUIPMENT 3662, COIL WINDING MACHY 3677, POWER  
SUPPLY UNIT 3679, MEDICAL INSTRUMENTS 3693, PUMPS 3811,  
SMOKE DEZCTOR 382.FACSIMILE 3662.

2. PROMOTIONAL

A. USE OF LOCAL COMMERCIAL NEWSLETTER:

PHOTO AND BRIEF DESCRIPTION OF VSMF WAS FEATURED IN A SPECIAL  
COLUMN TITLED "U.S. EMBASSY COMMERCIAL SERVICES" ON THE  
INSIDE BACKCOVER OF SEPT/OCT ISSUE OF POST'S COMMERCIAL  
NEWSLETTER WHICH IS CIRCULATED TO ABOUT 2,800 LOCAL FIRMS,  
ASSOCIATIONS, GOVERNMENT AGENCIES, ETC.

B. DIRECT MAIL TO TRADE ORGANIZATIONS.....: NONE

C. USE AT OFF-SITE EXHIBITIONS AND EVENTS, INCLUDING  
TRADE CENTER:

NO OFF-SITE EXHIBITION IN THIS PERIOD. DURING TC'S HOSPITAL  
& MEDICAL EQUIPMENT EXHIBITION, NOV. 29-DEC. 2 EXHIBITORS  
WERE ADVISED TO USE OR CHECK THE VSMF. ATTENDANTS FROM  
CALBIOCHEM; COULTER ELECTRONICS, INC.; DU PONT,  
BIOMEDICAL DIVISION; ETC. CHECKED THE VSMF AND FOUND THAT  
MORE THAN 70 PERCENT OF THEIR CATALOGS IN THE VSMF WERE UP-TO-DATE  
AND COMPLETE. POST ADVISED THOSE U.S. FIRMS NOT INCLUDED  
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IN VSMF TO SEND CATALOGS TO IHS.

D. HOST COUNTRY MEDIA AND GOVERNMENT PUBLICITY OBTAINED:  
POST HAS CONTINUED TO ORALLY INVITE HOST GOVERNMENT PERSONNEL  
TO USE VSMF AND TO CIRCULATE THE INVITATION THROUGH THEIR  
AGENCIES.

E. IHS PROMOTIONAL SUPPORT: NONE DURING THIS PERIOD.

3. SYSTEM EVALUATION

A. USEFULNESS IN AIDING OTHER UDDOC EXPORT PROMOTION  
PROGRAMS: AS CONTAINED IN PREVIOUS REPORTS ON VSMF.

B. WORKLOAD AS RESULT OF VSMF:

POST'S COMMERCIAL LIBRARIAN HAS SPENT A LOT OF TIME IN  
EXPLAINING AND DEMONSTRATING TO VISITORS THE USE OF VSMF,  
ASSISTING USERS TO LOCATE CORRECT INFORMATION, MAKING  
PRINTS, COLLECTING COMMENTS, KEEPING RECORDS, MAKING FOLLOW  
UP PHONE CALLS, UPDATING FILES, ETC. THE COMMERCIAL  
ATTACHE AND COMMERCIAL OFFICER ALSO SPENT TIME IN SUPERVISING  
THE ABOVE MENTIONED TASKS.

C. POST'S COMMENTS ON:

1. SYSTEM DEFICIENCIES NOTED: AS PREVIOUS

2. EQUIPMENT SERVICING PROBLEMS: THE NEW 3M 400  
MICROFILM READER/PRINTER WAS INSTALLED DEC. 15,  
AND IS IN EXCELLENT CONDITION.

3. FAILURE TO UPDATE FILES: NONE. THE CARTIDGES  
ARE RECEIVED REGULARLY.

4. ADEQUACY OF TRAINING AND MAINTENANCE SUPPORT  
FROM IHS PERSONNEL AND HQ: PREVIOUS TRAINING OF  
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COMMERCIAL LIBRARIAN HIGHLY SUCCESSFUL.

4. USERS COMMENTS AND SUCCESS STORIES

A. DIRECT COMMENTS BY BUSINESS USERS:  
MOST USERS COMMENTED "VERY USEFUL," "VALUABLE," "EXCELLENT,"  
ETC. SOME USERS AND FSLs FOUND THAT THE CLASSIFICATION IN  
THE INDEXES WERE TOO BROAD, NOT DETAILED OR SPECIFIC ENOUGH,  
AS REPORTED PREVIOUSLY.

B. COMMENTS FROM U.S. BUSINESS VISITORS:  
"EXCELLENT, EVERY TRADE CENTER OR EMBASSY SHOULD HAVE THIS  
SYSTEM." "WE NEVER KNEW THAT YOU ARE PROMOTING OUR COMPANY'S  
PRODUCTS HERE\*" "YOU HAVE MORE UP-TO-DATE AND COMPLETE  
CATALOGS OF MY COMPANY THAN MY LOCAL AGENT. I'LL TELL HIM  
TO BRING CUSTOMERS TO THE EMBASSY'S COMMERCIAL LIBRARY TO  
SEE THE MICROFILM."

C. SUCCESS STORY - SPECIFIC EXPORT SALES ATTRIBUTED TO  
VSMF USE:  
ABILITY ENTERPRISE CO. LTD. IMPORTED CALCULATORS VALUED  
MORE THAN US\$40,000 FROM TEXAS INSTRUMENTS AS THE RESULT OF  
USING VSMF. THIS LOCAL FIRM SAID THAT THEY ALSO HAVE SIGNED  
DISTRIBUTION CONTRACT WITH TEXAS INSTRUMENTS.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 17 jan 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014